

Marketing 101: Developing a Communications Plan for your School District's Foodservice Program

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What do you do?

What is your job?

What do you do?

- *How you answer tells a lot about the message you are currently sending*
- *Last Survivor TV show – lunch lady?*
- *Likely "do" a lot more than give yourself credit for*

What is a Marketing Plan?

- A marketing plan is a *comprehensive plan*
- Includes elements such as the **what and the how of communication** to your stakeholders or your audience.
 - **Who** are you trying to reach?
 - **What** is your message?
 - **How** can you best get that message across?

Who is Your Audience?

- Students
- Staff
- Parents
- Board members
- Community members
- Community businesses
- Bureau of Nutrition, Health and Transportation
- Local inspectors
- Other?

Notes:

In Iowa, public school districts receive support from taxpayers, property owners, and through sales tax if local option sales tax in place. So, all feel they have ownership in the district.

Goal of school meals are self-supporting, but you can't stand alone completely – so have to work with all stakeholders.

What is your message?

Crafting your message

- Define what you do
- Who is involved
- Telling your story

So many choices!

Your message might be about:

Food - menu, quality, selection, nutrition, safety

Service – providers, quality, environment

Facilities – ambiance, cleanliness, flow

Communication Methods: External or Off -Site

Newsletter

Menu

Web site

Direct mailings

Presentations to:

- PTO
- School board
- SNA groups
- Community business groups

Research has shown

As parents feel good about school lunch their opinions will influence the children

Tell your parent groups:

- we are listening to your kids
- we are giving them enough time to eat
- If your children participate in school lunch they will receive a healthy hot lunch.

from: *The Journal of Child Nutrition and Management*

Communication Methods: Internal or On-Site

- Bulletin boards
- Posters/signage/Table tents - Point of Sale (POS)
- MBWA – management by walking around
- Role Modeling – afternoon session
- Classroom presentations
- Student government/advisory panels
- Staff meetings
- Monthly Cafeteria Promos
- Type and Placement of Service equipment (i.e milk coolers)

Example: Communication about Menu

Audience: Community members

Message: Menu options

Typical methods used:

- Web site
- Newsletters
- Friday folders
- Bulletin boards
- POS
- Others?

Missed Opportunity?

Menu items

- *Promotion breakfast, nutrition and wellness?*
- *Examples*
- *Straw poll* - Is it a good idea to market use of whole grains and other high nutrition foods, such as corn dogs with whole grain breading?

What about contact information

Who to call if questions or web site link?

Sources of food products

Are local vendors supported, ie Farm to School?

Food with a Face campaign

Logo or Brand

Put a face on your products - do you have a logo?

Examples of Breakfast Promotions

- Don't Be A Turkey-Eat Breakfast
- Eat To Be Smart-Have a Happy Heart!
- Spring Fling
- Stick to Nutrition-Eat Breakfast
- Erase Hunger-Eat Breakfast to Be Smart
- On Top of Your Game with School Breakfast

From: Put Your Breakfast Promotion in Motion

SNA ANC 2007 presentation by

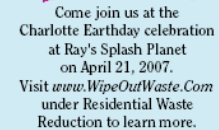
Margie Graham, RD, LD

St. Louis District Dairy Council



MONDAY 4/16	TUESDAY 4/17	WEDNESDAY 4/18	THURSDAY 4/19	FRIDAY 4/20
Chicken Biscuit	Breakfast Hot Pot	Breakfast Pizza	Blueberry Muffin & String Cheese	Steak Biscuit
*Cheese Pizza Peppercorn Pizza Swiss Steak over Rice w/o Gratin Roll	Hot Dog on a Bun w/o Chili Loanago w/o Gratin Roll *Blackberry Pies & Rice w/o Gratin Roll	*Pizza Pockets Meatballs with Gravy over Rice w/o Gratin Roll	Chicken Nuggets w/o Gratin Roll Soggy Joke on a Bun Cheese Stuffed Potato w/o Gratin Roll	*Macaroni & Cheese Bake w/o Sweet Potato, Muffin or Square Fish on a Bun
Spinach Corn Fresh Apple Pears	Fresh Carrots Baked Vegetation Beans Pickled Vegetables Peas Peaches Cole Slaw	Green Beans Sweet Potato Souffle Grapes Pineapple	Broccoli White Baked Potato Banana Fruit Cocktail Cole Slaw	Steamed Cabbage w/o shredded carrot garnish Tangerine Orange Applesauce Cole Slaw
OFFERED IN THE ELEMENTARY ONLY	MUNCH BOX MEAL: Chicken Fajita	MUNCH BOX MEAL: *String Cheese & Yogurt	MUNCH BOX MEAL: Pizza	MUNCH BOX MEAL: Nacho

MONDAY 4/30	WEDNESDAY 5/2
Chicken Biscuit	
"Cheese Pizza	
Pepperoni Pizza	<p>Child Nutrition works partnership with Middle County Health Dept.</p>
Beef Strip Steak	<p>"All Foods Fit" with "Fit City for Fit Families"</p>
w/ Rice & Gravy	
w/wa Grain Roll	
Spinach	
Corn	
Fresh Apple	
Pears	



*Vegetarian Entree **Vegan Entree

CHARACTER TRAIT OF THE MONTH

PERSEVERANCE

Stay the task. Do not give up. Demonstrate commitment, pride and a positive attitude in completing tasks.

Stay the task. Do not give up. Demonstrate commitment, pride and a positive attitude in completing tasks.

Fiber can have such benefits as reducing blood cholesterol levels, maintaining blood sugar levels and help to prevent obesity.

- A variety of cold and hot fruits/vegs is offered at breakfast daily.
- Salads and fruits offered at lunch daily.
- For product information and nutrition details, please contact your cafeteria manager.
- Menus adjust to change without prior notice. All soups are served with crackers.
- The following products contain pork, pepperoni, sausage, bread, sausage griddle cake, sausage, sausage bread, bread that sausage pizza, BBQ sausage and garlic.
- We serve turkey, beef, turkey sausage, beef/hotdog hot dogs, and veggie dogs daily.
- Applications for new or renewed meals are available up to your child's school.
- Visit our website at www.cafeteria24.com
- Each child may select one milk drink at breakfast and lunch.
- A complete lunch consists of an entrée, two sides, and milk. Students must select a minimum of one entrée and one side to have the purpose of eating well.
- A Vegan Entree of Beans and Rice is available daily in all school cafeterias upon request. Please give your cafeteria manager one day notice when requesting this option.
- USDA is an equal opportunity provider and employer.

Posters for Schools

Child Nutrition Helps



Make the Choice

"Stay Fit!"

Examples of Farm to School Promotion



Examples branding - Join in the School Spirit



What else can we say to our audiences about School Meals?

- HACCP food safety plan
- Wellness Policy
- New equipment
- Pricing structure or fee policies
- Allergens
- Nutrition
- Staff training or accomplishments
- Healthy food choices
- New menu ideas
- Updates to the dining area

What is on Your Web Site?

What's on your web site?

Mission of school nutrition program

Menu

Contact person

Pricing information

Nutrition and Wellness information

Product information and procurement process – i.e.
beef recall

Allergens

Food Safety Plan

Staff Training

Other?





NCSD: Nutrition and Food Service Department

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**JoAnn Clements, Director
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NCSD Nutrition and Food Service Department

Novi Community Schools Nutrition and Food Service is committed to providing and serving foods that best enhance our students' academic, athletic and personal performance. Novi's Food Service Department prepares lunch for over 6000 students daily, preschool through 12th grade. U.S.D.A. guidelines are followed to ensure that our children are offered healthy choices at every age level. Each lunch includes a main entree and side choices of 1% chocolate or white milk, juice, fruit, vegetables and breads. Many schools offer a variety of ala carte items that can be purchased separately. Click onto your child's school site to view additional information.

[Read more >>](#)

"YOU ARE WHAT YOU EAT"

"You are what you eat" has never been more true than it is today. Current research shows that the kind of food we fuel our bodies with directly affects how we learn, how we work - even how we sleep. Novi Schools Nutrition and Food Service Department strives to offer a healthy selection of breakfast and lunch items, as well as our students favorite snack choices.

Links

[Food Service Homepage](#)
[High School Food Service](#)
[Middle School Food Service](#)
[Novi Meadows 5 Food Service](#)
[Novi Meadows 6 Food Service](#)
[Deerfield Food Service](#)
[Orchard Hills Food Service](#)
[Novi Woods Food Service](#)
[Parkview Food Service](#)
[Village Oaks Food Service](#)
[Five Star Catering](#)
[Classroom Catering](#)
[Wildcat Plates & Cups](#)

Nutritional Tip

There are no bad foods - only amounts that are unhealthy. Unless you are allergic to a food, use moderation in all you

MA Y MENU

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
HAMBURGER	DRUMSTICKS W/MASHED POTATOES & GRAVY	CHEF SALAD W/ WHOLE WHEAT ROLLS	PASTA BAR W/ BREADSTICKS	SOFT TACOS
				
ITALIAN CHEESE STUFFED BREADSTIX	CEREAL FOR LUNCH WITH FRUIT YOGURT	PIZZA (PLAIN CHEESE OR PEPPERONI)	MORNING STAR FARM VEGETARIAN PATTY	FISH PATTY SANDWICH
				
<p>Lunch price is \$2.00 and includes entree, fruit or juice, cold or hot vegetable, assorted breads, white or chocolate 2% milk. The Novi Public School District prohibits unlawful discrimination on the basis of race, color, religion, sex, national origin, age, height, weight, marital status, handicap or disability in any of its educational programs or activities. Please keep your child's account current. Include the student's first and last name on your check, made out to "Novi Schools Food Service. Please note an additional \$10.00 charge will be added on all checks returned for insufficient funds. For questions regarding your child's account, please contact your student's school and ask for the food service cashier between 10:30am-1:00pm.</p>				
Deerfield Elementary Lori Dumas, Cook Novi Woods Elementary Mary Dolph, Cook Parkview Elementary Theresa Ronald, Cook	PIZZA DAYS Deerfield May 6 Novi Woods May 12 Parkview May 13 Orchard Hills May 20 Village Oaks May 27 (Extra Slice \$1.50)	JoAnn Clements Nutrition and Food Service Director jclements@novi.k12.mi.us	ALA CARTE ITEMS Milk/4oz Juice \$.40 10oz Water \$.50 Juice Box \$.50 (Snacks vary at each school)	Orchard Hills Elementary Maria Proodian, Cook Village Oaks Elementary Kris Ridal, Cook

How else can we say it?

- Web site delivery is method of choice as an information source for today's families
- More than just the menu
- All points can be posted
- Example food safety or local foods site
- Can save your time in long run
- Most districts have web person
- Visibility = recognition = perception of success

Why bother?

- You have enough to do, right?
- Visibility > perception > reality
- All members of school meals team need to remember they represent the program
- School meal programs are integral to academic success of district
- Are also complex and involve many aspects
- If you don't tell your story, who will?

Remember, there are choices

One Idea - School District Child Nutrition Program Calendar

- Included
 - menus each month
 - school holidays, early dismissals, etc.
 - nutrition and health messages
 - favorite recipes
 - contact information about foodservice program
 - policies about pricing, payment and allergens
- Opportunity to partner with district organization?
 - PTO
 - FFA
 - TAG



Child Nutrition Services
A recipe for excellence



2006-2007

Calendar



Communication Activity and handout

What is your message

District foodservice staff attend SNAI workshop

Who is your audience

Administrators, board members, staff, community

How will you communicate it?

school newsletter, email to superintendent and/or building administrators, web site

Merchandising School Meal Program

Internal or On-Site Efforts

- More sales leads to more revenue
- School meal program part of school health environment
- Focus on participation rates and a la carte sales
- Who is your customer – what are their expectations?
 - Students
 - Parents
 - Staff
- Decisions are made on the line –
- How can you influence these decisions so healthy food choices are made?

What are some POS strategies to increase sales and educate?

- Environment
- Equipment
- Layout
- Packaging
- Signage
- Service staff

Considerations in Merchandising

- How is food presented?
- What do your customers see?
- Some small things can lead to big transformations
- How can we go beyond stainless steel?
- Attention to physical safety and sanitation
- Customer service issues

Service Environment and Equipment

Consider other options available to your customers

- food from home
- a la carte
- vending
- delivery
- off campus

So, challenge is to keep students on school and in the cafeteria

From SNA ANC 2007 presentation by C. Lee in Plano, TX

PSHS Before Renovations



PLANO SENIOR HIGH SCHOOL C-STORE (After renovation)



"FRISCO ISD



Anywhere School District

